09/760,642 "Jan 16, 2001"

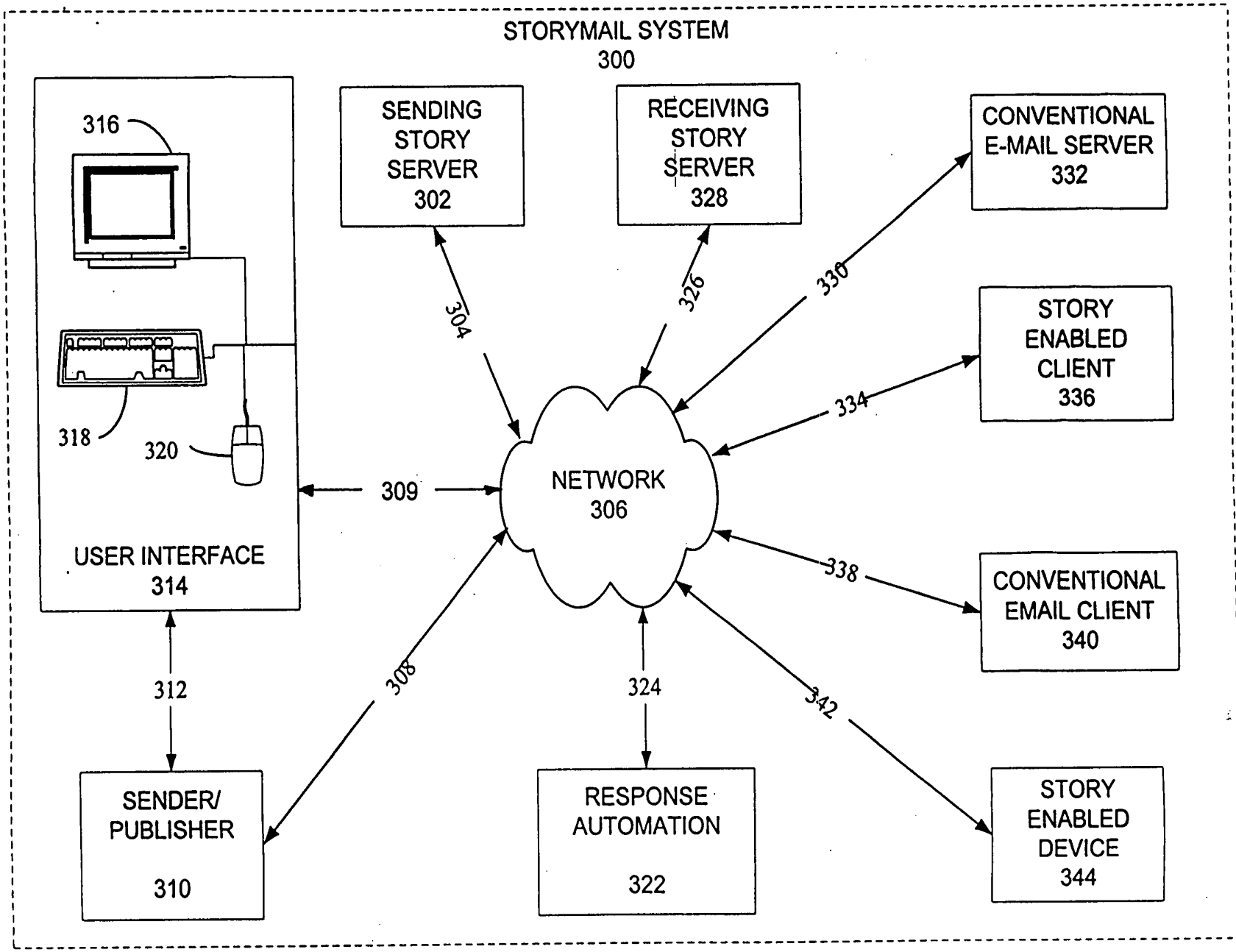

FIG. 1

09/754,605

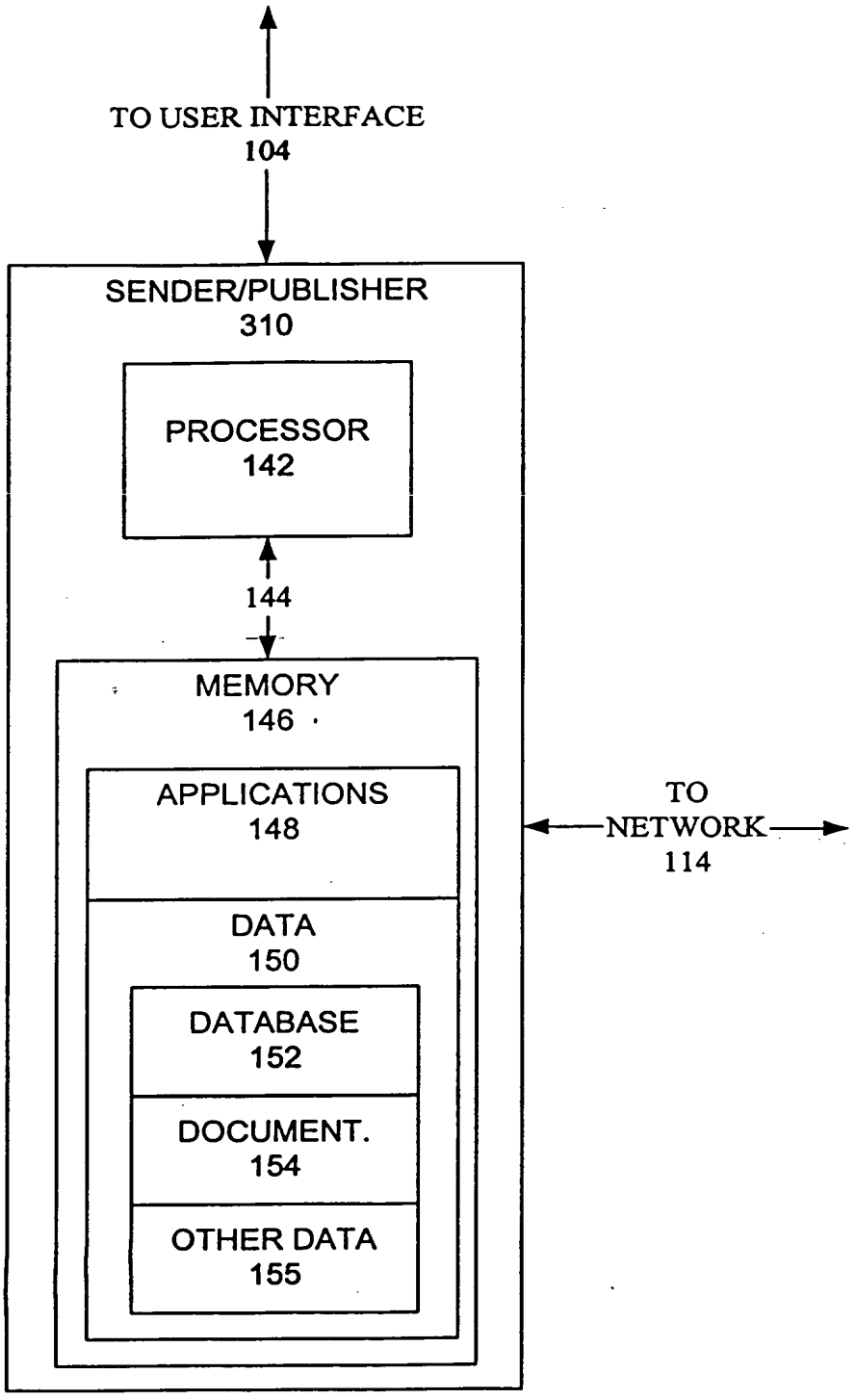

FIG. 2

400 → STORYTELLER ID = ECOUPON5

402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG

404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG

406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG

408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV

412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI

416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT

418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

420 → PRODUCT SKU = 98374822

422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMOFULFILLMENT

424 → FIRSTNAME = DAVE

426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM

428 → CUSTOMER ID = 29604830

430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

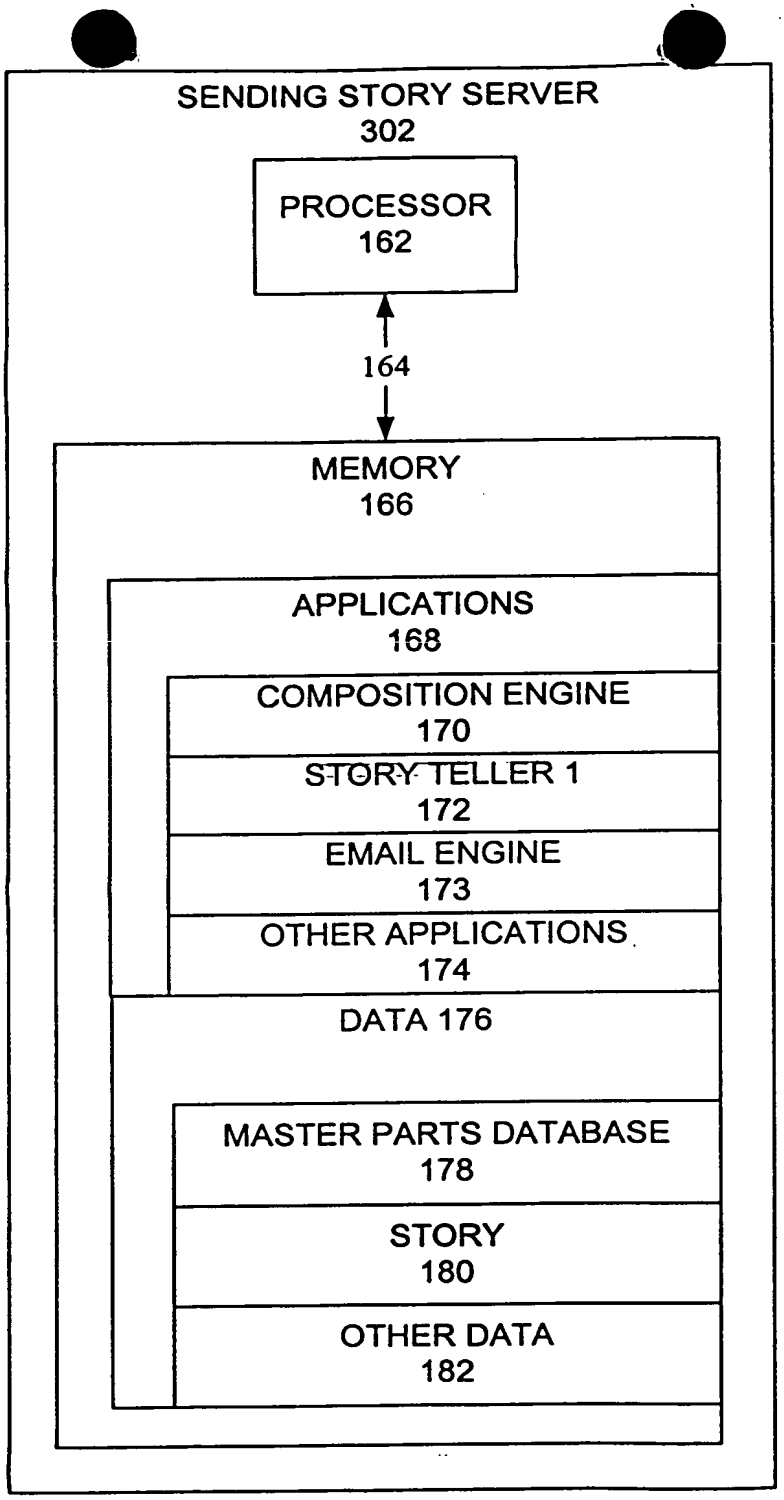
SENDING STORY SERVER
302
PROCESSOR
162
164
MEMORY
166
APPLICATIONS
168
COMPOSITION ENGINE
170
STORY TELLER 1
172
EMAIL ENGINE
173
OTHER APPLICATIONS
174
DATA 176
MASTER PARTS DATABASE
178
STORY
180
OTHER DATA
182

FIG. 4

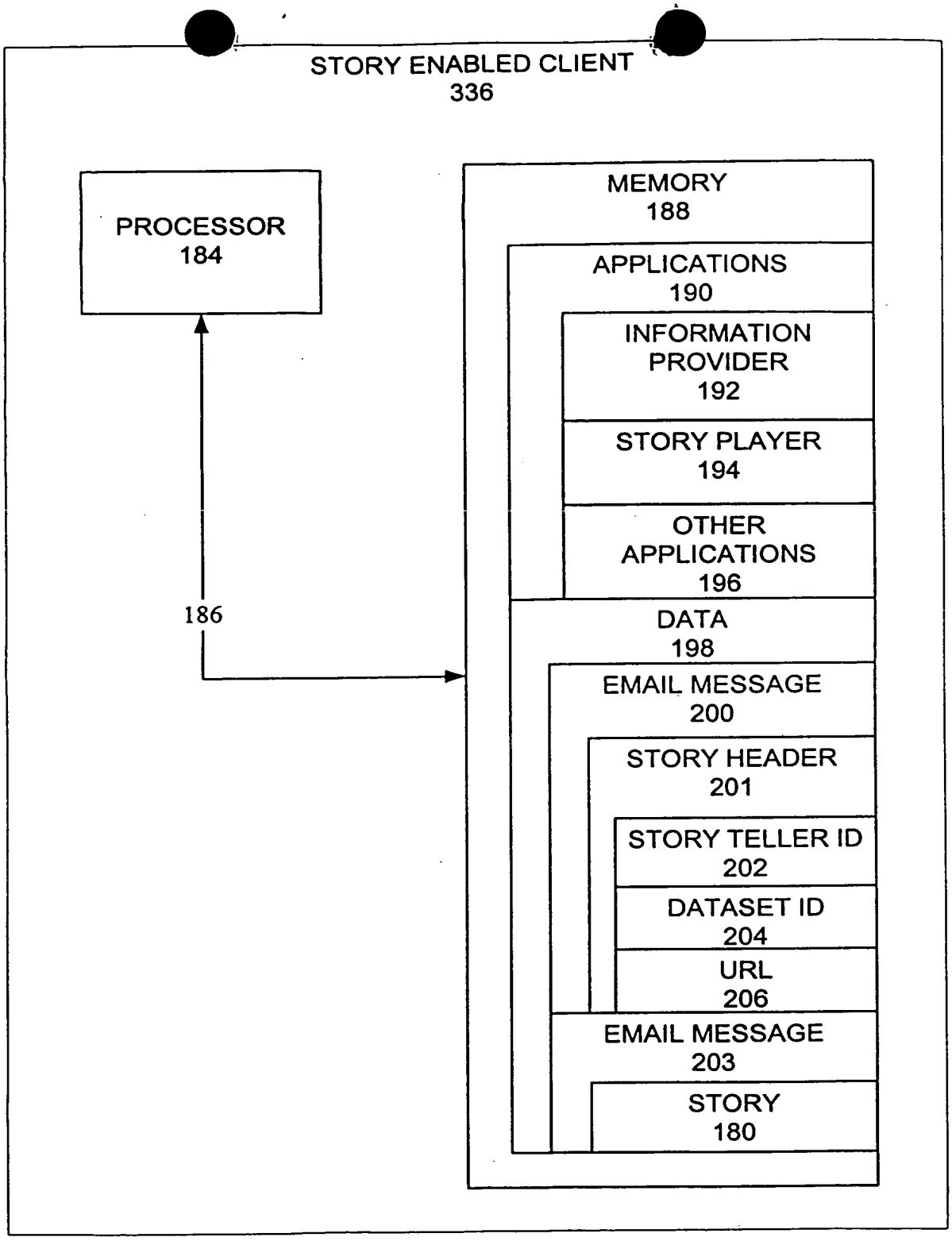
STORY ENABLED CLIENT
336
PROCESSOR
184
186
MEMORY
188
APPLICATIONS
190
INFORMATION PROVIDER
192
STORY PLAYER
194
OTHER APPLICATIONS
196
DATA
198
EMAIL MESSAGE
200
STORY HEADER
201
STORY TELLER ID
202
DATASET ID
204
URL
206
EMAIL MESSAGE
203
STORY
180

FIG. 5

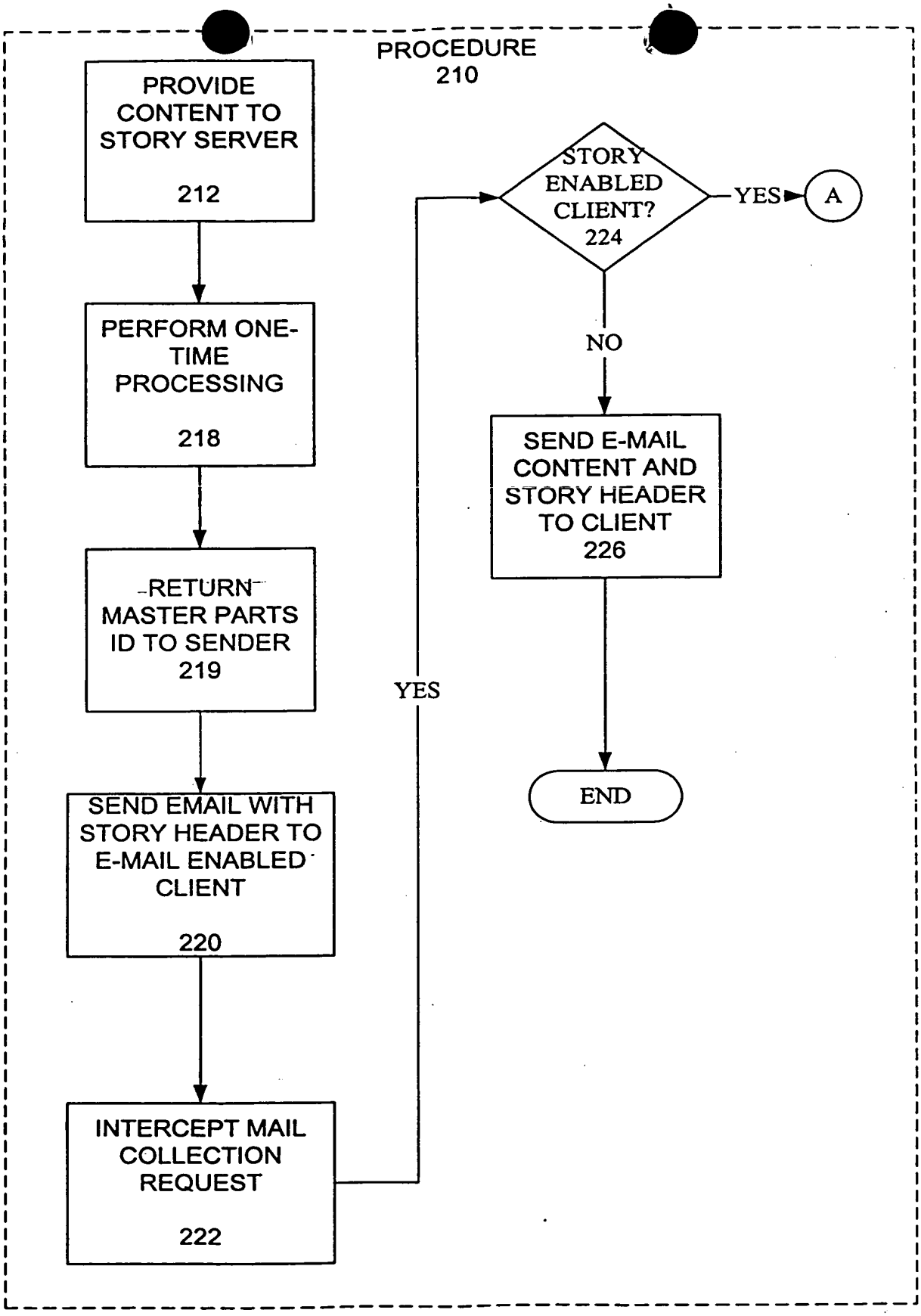
PROCEDURE
210
PROVIDE CONTENT TO STORY SERVER
212
PERFORM ONE-TIME PROCESSING
218
RETURN MASTER PARTS ID TO SENDER
219
SEND EMAIL WITH STORY HEADER TO E-MAIL ENABLED CLIENT
220
INTERCEPT MAIL COLLECTION REQUEST
222
STORY ENABLED CLIENT?
224
YES
A
NO
SEND E-MAIL CONTENT AND STORY HEADER TO CLIENT
226
END
YES

FIG. 6

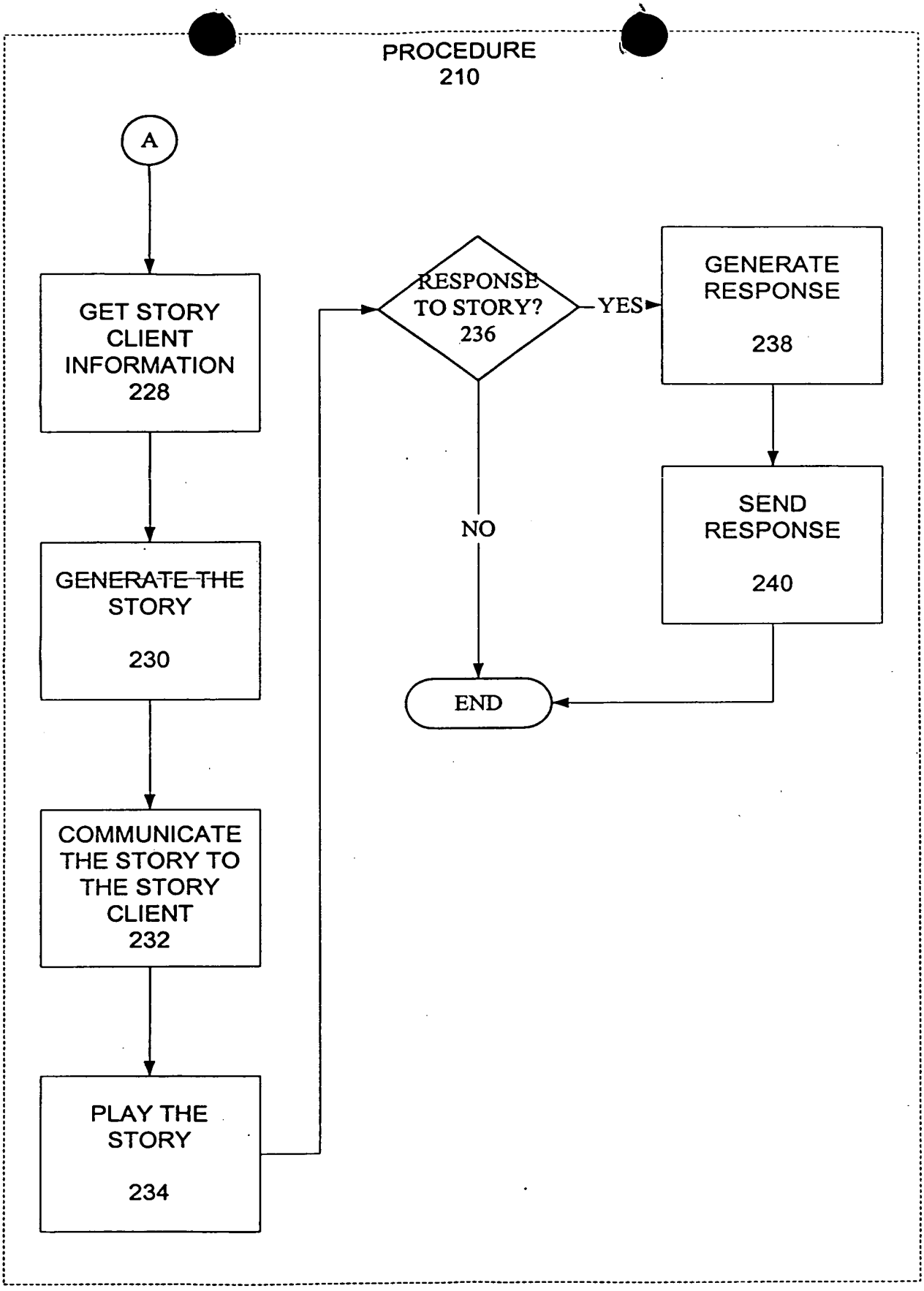
PROCEDURE
210
A
GET STORY CLIENT INFORMATION
228
GENERATE THE STORY
230
COMMUNICATE THE STORY TO THE STORY CLIENT
232
PLAY THE STORY
234
RESPONSE TO STORY?
236
YES
NO
GENERATE RESPONSE
238
SEND RESPONSE
240
END

FIG. 7

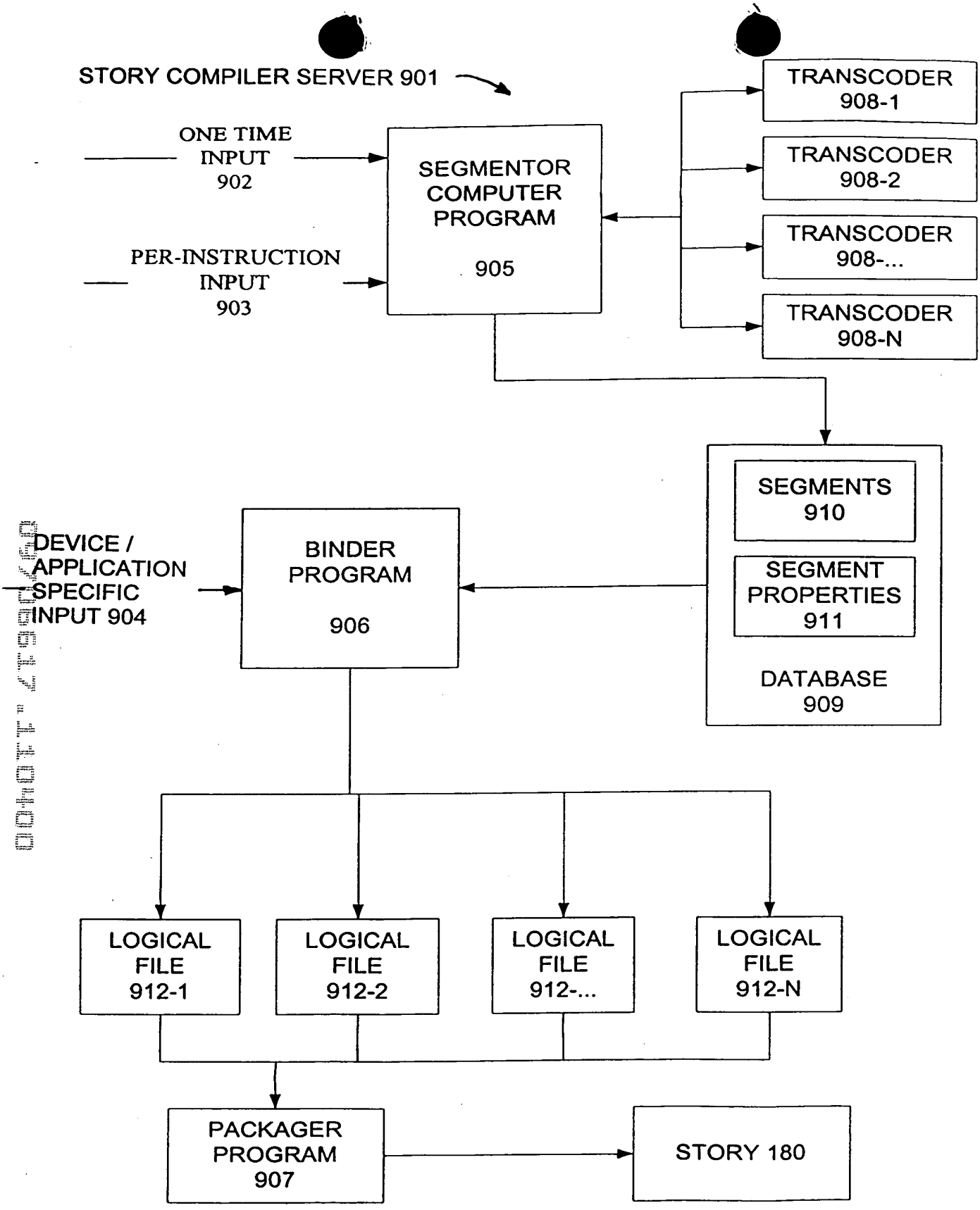
STORY COMPILER SERVER 901
ONE TIME INPUT 902
PER-INSTRUCTION INPUT 903
SEGMENTOR COMPUTER PROGRAM 905
TRANSCODER 908-1
TRANSCODER 908-2
TRANSCODER 908-...
TRANSCODER 908-N
SEGMENTS 910
SEGMENT PROPERTIES 911
DATABASE 909
DEVICE / APPLICATION SPECIFIC INPUT 904
BINDER PROGRAM 906
LOGICAL FILE 912-1
LOGICAL FILE 912-2
LOGICAL FILE 912-...
LOGICAL FILE 912-N
PACKAGER PROGRAM 907
STORY 180

FIG. 8

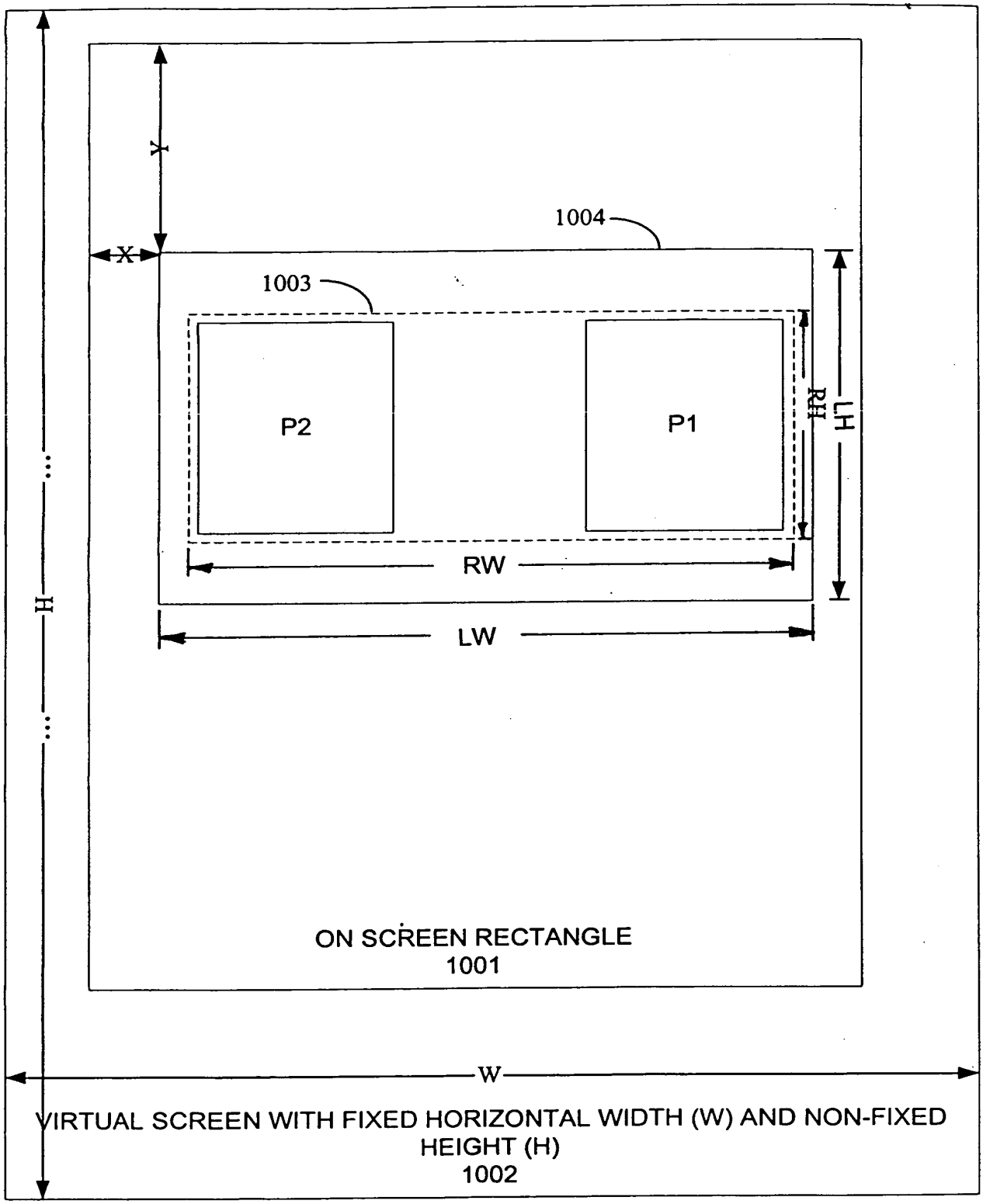
Y
X
1004
1003
P2
P1
RH
LH
RW
LW
H
ON SCREEN RECTANGLE
1001
W
VIRTUAL SCREEN WITH FIXED HORIZONTAL WIDTH (W) AND NON-FIXED HEIGHT (H)
1002

FIG. 9